

Prepared by Department of Natural Sciences & Life Fitness  
Date of Departmental Approval: 2/5/07  
Date approved by Curriculum and Programs: November 14, 2007

Effective: Fall 2007

**1. Course Number: HOR107**  
**Course Title: Floral Design**

**2. Description:** This course is an introduction to the identification, care, handling and designing of floral crops. It will make the student aware of the various business challenges of a retail florist operation and make them capable of successfully dealing with those challenges. Emphasis is placed on preparing the student with the skills to work as a floral designer.

**3. Student Learning Outcomes: (instructional objectives, intellectual skills):**

Upon successful completion of this course, students are able to do the following:

- Identify over twenty-five types of cut flowers crops and assorted foliages.
- Handle and properly care for cut flowers.
- Determine seasonal availability of flowers, foliage and indoor plants.
- Create boutonnieres and corsages.
- Design nosegays and cascades.
- Design wreaths and swags.
- Demonstrate the principles and styles of floral design.
- Create baskets, casket sprays and set prices.
- Buy flowers and plants and price designs for profit.
- Market floral products.
- Select and prepare materials used for silk, dry and permanent floral arrangements.
- Utilize color, shape and form in floral designs.

**4. Credits:** Three credits

**5. Satisfies General Education Requirement:** No

**6. Prerequisite:** None

**7. Semester(s) Offered:** Varies

**8. Suggested General Guidelines for Evaluation:** Quizzes, Design Projects, Laboratory Practical Exam

**9. General Topical Outline (Optional):**

- I. Cut Floral Crops
  - A. Identification of over twenty five types of cut flowers crops and assorted foliages.
  - B. Cut Flower Care and Handling
    1. Containers
    2. Water Temperature
    3. Floral Preservatives
    4. Ethylene and STS
  - C. Tools and Materials
    1. Tools; Shears, Knives, Strippers etc.
    2. Supplies; Wire, Paint, Tape, Picks etc.
    3. Containers
    4. Foundations
- II. Principles and Styles of Design
  - A. Design Principles; Line Pattern, Texture, Form/Style
  - B. Color, Balance, Scale, Harmony, Focal Point

- C. Traditional Rules of Design
- III. Floral Designs
  - A. Bud Vases and Bow Making
  - B. Circle Arrangements
  - C. Symmetrical and Asymmetrical Triangles
  - D. Wreaths and Swags
- IV. Sympathy Flowers
  - A. Designing Maches and Baskets
  - B. Casket Sprays
  - C. Set Pieces
- V. Wedding Flowers and Body Flowers
  - A. Creating Boutonnieres and Corsages
  - B. Designing Nosegays and Cascades
  - C. Tying Bouquets by Hand
- VI. Retail Sales
  - A. Buying and Pricing for Profit
  - B. Marketing of Floral Products
  - C. Customer Services
    - 1. Delivery Service
    - 2. Flowers by Wire Service
    - 3. Customer Satisfaction